

**REMARKS**

Claims 1, 2, 4-15, 17, 18, and 20-25 were pending in the present application. Claims 3, 15-19, 21, and 23-25 have been canceled and new claim 26 added herein. Thus claims 1, 2, 4-14, 20, 22, and 26 are now pending in the present application. The applicant respectfully requests reconsideration and allowance of this application in view of the above amendments and the following remarks.

In brief summary, the system of the present invention includes a management center which stores and manages facility information of different facility types, and further stores a registration template and a search template. The registration template includes essential items that must be input and supplemental information that is not always required. Facility information corresponding to the registration headings based on the registration template is input and supplied by an information provider. Part of sought information can be omitted for some of the search headings stated in the search template and the search unit of the management center performs a search based on non-omitted sought information.

In accordance with the claimed invention, storage of facility information permits, for example, search templates accommodating the latest facility information can be provided when the types of facilities are increasing. Thus it is possible with the claimed invention, to obtain new search information.

As a result of requiring input of essential items that *must* be input, each piece of information from various information providers registered in a management center is put into a condition such that some information is provided for essential items. Thus dispersion of information associated with facility information for different facility types stored in the management center can be reduced. In addition, the choice of, for example, which supplemental

information to include is left to the information providers. With regard to the registered facility information, dispersion prevention is achieved and each facility can gain originality by virtue of the type of supplemental information provided.

Correspondingly, sought information in the search headings of the search template can be omissible. Input for facility search can include one or a combination of items such as facility name product, and price for purchase. A searcher can thus input only desired information to get meaningful facility information. That is, based on facility information inputted in a registered template, and stored in a management center, a search for facility information can be made using only sought information in the search template. Multiple sought information can be used to refine the search and supplemental information can be used to improve the effectiveness of the search.

According the claimed invention, a registration template is prepared such that essential items are filled with some information and supplemental information is arbitrarily input. Thus only search headings arbitrarily desired by a user, are required in order to retrieve a corresponding item of facility information input using a registration template. Also, since all facilities that fulfill the sought information requirement can be acquired as a list of facility information, a user can retrieve information on multiple facilities at the same time using search headings.

It is important to note that the claimed features and attendant advantages noted above are not taught or suggested in Takaya. According to Takaya's method it would be impossible to retrieve information on multiple facilities that fulfill sought information at the same time. In Takaya, an advertisement ("ad") recipient is connected to an ad service page by operating a computer terminal, and a map of a desired area with iconized shops is displayed by using either a

map search, a location name search, a station name search, a target object search, a type of industry search, a free keyword search, or a virtual market search. Upon selecting an iconized shop, information on the relevant shop becomes available on a display based upon a customer file. Facility information in Takaya can only be retrieved individually by selecting individual icons.

In stark contrast, in accordance with the claimed invention facility information retrieval is conveniently facilitated by requiring only a search heading for a search template. In the claimed invention, facility information is not chosen after contents of facility information are displayed, but rather using registration and search templates, facility information is prepared for retrieval prior to any display of information. The claimed invention further allows for the retrieval of information associated with multiple facilities. It is important to note that the present invention matches registration template information to search template information by incorporating “must-input” essential information and supplemental information which is not required. The present invention does not amount to merely using a search template including partly omissible sought information as it has been inaccurately and improperly characterized by the Examiner.

Accordingly, the applicant vigorously contends that substantial differences exist between the applied reference and the claimed invention as further outlined herein below with regard to the specific grounds for rejection.

Claims 1, 2, 4, 9, 10, 15, 17-18, and 21-25 stand rejected under 35 U.S.C. 103 (a) as being allegedly unpatentable over Takaya, et al., JP 2956587 (hereinafter “Takaya”). Claims 15, 17-18, and 21, and 23-25 are canceled herein and will not be discussed, and the rejection is otherwise respectfully traversed.

It is first important to note that in making a proper rejection based on a single reference, Takaya must necessarily be modified to arrive at the claimed invention. The Examiner must show evidence as to why one of ordinary skill in the art would be motivated to modify the applied reference to arrive at the claimed invention.

For example, in rejecting claim 1, the Examiner admits that Takaya fails to teach or suggest claimed features including the registration template including essential items that must be inputted when facility information is registered, and supplemental information that relates to other items and that is not required to be inputted when the facility information is registered. In accounting for this deficiency in the teaching of Takaya, the Examiner merely asserts that it would be obvious and apparently applies personal knowledge to create a hypothetical data entry scenario. In addition, the Examiner appears to use improper hindsight to construct the hypothetical scenario based on what the Examiner asserts would have been possible with the claimed registration template. No evidence is provided to show that one of ordinary skill in the art would have been motivated to modify Takaya to arrive at the features of claim 1. Applicants therefore respectfully request that the Examiner supply an affidavit or, alternatively, supply art properly combined with Takaya, to support this position or withdraw this ground of rejection.

Similarly, in rejecting claim 4, the Examiner admits that Takaya fails to teach or suggest that the claimed sought information input unit permits omission of sought information for some of the search headings stated in the search template, and the search unit of the management center performs search based on non-omitted sought information. In accounting for this deficiency in the teaching of Takaya, the Examiner again merely asserts that it would be obvious and apparently applies personal knowledge to create a hypothetical sought information input scenario. In addition, the Examiner appears to use improper hindsight to construct the hypothetical scenario based on what the Examiner asserts would have been possible with the

claimed sought information input unit. No evidence is provided to show that one of ordinary skill in the art would have been motivated to modify Takaya to arrive at the features of claim 4. Applicants therefore respectfully request that the Examiner supply an affidavit or, alternatively, supply art properly combined with Takaya, to support this position or withdraw this ground of rejection.

Accordingly a *prima facie* case of obviousness has not been established, particularly with regard to independent claim 1 as noted above, in that the applied reference admittedly fails to teach or suggest all the claimed features as required and no evidence has been provided to support the Examiner's mere contention that the features would have been obvious. It is respectfully requested therefore that the rejection of claim 1 be reconsidered and withdrawn. Claim 4, in addition to being allowable by virtue of depending from claim 1, is independently allowable for at least the reasons specifically set forth herein above with regard to claim 4.

Claims 2, 9, 10, 22 by virtue of depending from claim 1, are believed allowable for at least the reasons set forth hereinabove with regard to claim 1. It is respectfully requested that the rejection of claims 2, 9, 10, and 22 be reconsidered and withdrawn.

Claims 5-8 and 20 stand rejected under 35 U.S.C. 103 (a) as being allegedly unpatentable over Takaya in view of Berson, U.S. Patent No. 6,532,459. The rejection is respectfully traversed.

Claims 5-8 and 20, by virtue of depending from claim 1, are believed allowable for at least the reasons set forth hereinabove with regard to claim 1. It is respectfully requested that the rejection of claims 5-8 and 20 be reconsidered and withdrawn.

New claim 26, by containing the features of claim 1 and claim 4 in independent form, is believed allowable for at least the reasons set forth herein above. Specifically, applicant believes that the applied art does not teach or suggest claimed features such as those associated with the

Serial No. 09/833,633

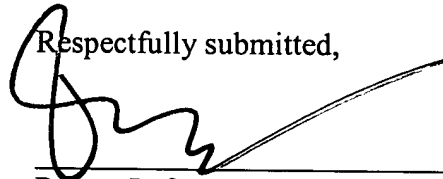
claimed registration template and those associated with the claimed sought information input unit.

Favorable consideration is respectfully requested.

In view of the forgoing, the applicant respectfully submits that this application is in condition for allowance. A timely notice to that effect is respectfully requested. If questions relating to patentability remain, the examiner is invited to contact the undersigned by telephone.

Please charge any unforeseen fees that may be due to Deposit Account No. 50-1147.

Respectfully submitted,

  
\_\_\_\_\_  
Robert L. Scott, II  
Reg. No. 43, 102

Posz & Bethards, PLC  
11250 Roger Bacon Drive, Suite 10  
Reston, VA 20190  
Phone 703-707-9110  
Fax 703-707-9112  
Customer No. 23400